

# CLASSY CLASSIC

INTERVIEW BY J.R. EWING

**A pair of custom AF1 Mids courtesy of Pro Wolf Master, the Hong Kong-based lifestyle-project label of Giovanni Chiappetta and Mr. Plent, will set you back \$500 U.S. That is, if you can still find The Stallions.**



## How did The Stallions come to be?

**MP:** The Stallions are a project between Giovanni Chiappetta and Mr. Plent of Pro Wolf Master. The goal is to communicate luxury in a streetwear staple without the usual hip hop references. The result is a piece with Italian roots - Gio's heritage and the fact that, historically, luxury shoes come from Italy - fine leather, ostrich skin, gold flake, and the use of colours from the Italian flag. We even took the concept further by producing the shoes in 2005 and 'aging' the product for two years in custom wine crates.

**GC:** We wanted to do something that no one had ever done before with a Studio 255 iD shoe.

## Are they for sale?

**GC:** The Stallions will be for sale this year, yes. Following the concept of Italian heritage and aging the shoes like a fine wine, we have held off on releasing the shoes until 2007, which also happens to be the 25th Anniversary of the Air Force 1.

**MP:** There are a few pieces left. This series is extremely limited. Only five pairs were ever made.

## What's the historical relevance?

**MP:** Italy has a rich history of luxury shoe design, so it seemed natural when we were creating the

concept that we had to pay homage to that.

**GC:** My uncle, Charlie Chiappetta, used to be an ostrich farmer in Tennessee. Italians like their leathers, you know. With my uncle in mind, we wanted to take the classic all-white AF1 and mix it up with something classy. We had to work with what we had available to us; in this case it was the ostrich skin rather than the crocodile. We kept the design simple and not as flashy as everyone was doing at the time.

## Why Mid?

**MP:** The AF1 high-top is very tall. The mid has plenty of ankle support, but doesn't feel as boot-like.

**GC:** That's what we had available to us at the time, and we preferred that over hounding our friends at Nike for the Lows. In our opinion, the Mid has much more street credibility than the Low.

## What's up with Pro Wolf Master and the NYC store?

**MP:** PWM had been getting a lot of attention because of our Chinese silk hoodies. Initially, we had been producing one-of-a-kind pieces for clients. While we wanted to offer a small run to the public, we wanted to find a retail outlet that is as excited about innovation in this scene as we are. Kareem

and the World Crew have been great. They've been excited about the project, and have been a part of this production run from Day 1. So far the release has been received extremely well.

## How is the streetwear scene in Italy?

**GC:** I have no idea what it is like currently, as I live in Hong Kong, but I hear it's not nearly as big as it is in the United States or Asia. Italians, for the most part, are into high fashion or high street, though there are labels like VNGRD that make sh\*t happen. I don't think the country is Baped-out like Hong Kong is.

## What's your hottest deadstock find in Italy?

**MP:** I went to school with a girl who moved to Firenze, got married, and has a kid. She was kinda hot.

**GC:** You can find anything in Hong Kong, from original authentic Jordan 1s to the Amsterdam AM1s.

## Where is the brand available?

**MP:** The brand is only available at The Studio by Pro Wolf Master in Hong Kong and World NYC in New York as we are not actively seeking retailers just yet. Feel free to drop an e-mail for info, and offers to exclusive product at [info@prowolfmaster.com](mailto:info@prowolfmaster.com).